

MCB Network Corp's MiCasa Network Partners with James Gavsie

1888 Press Release - MCB Network Corp's MiCasa Network Partners with James Gavsie to Spearhead Combat Sports Programming.

Los Angeles, CA. - MCB Network Corp's MiCasa Network, a premier provider of entertainment for the growing Hispanic Millennial community, is pleased to announce its partnership with producer and martial arts veteran, James Gavsie. Gavsie will bring new and expand existing combat sports promotions and programming to MiCasa's growing audience through the MiCasa and MMA Warriors brands.

Gavsie will take MiCasa and MMA Warriors to the next level by combining content creation, product placement and brand integration. A 3rd degree black belt in Brazilian Jiu Jitsu with extensive backgrounds in boxing, kickboxing, and MMA, Gavsie brings comprehensive insight and knowledge of the various aspects of high level combat sports to the MiCasa Network. Including traditionally popular combat sports like boxing and professional wrestling - as well as MMA, Brazilian Jiu Jitsu, and Kickboxing - Gavsie and MiCasa will create smart and engaging programming that delivers value to brands while entertaining MCBN's loyal Hispennial fanbase. Previously, Gavsie produced branded MMA programming that integrated corporate brands with combat sports and will likewise work closely with MCBN to deliver the coveted Hispennial demographic to combat sports-centric brands.fan base.

Sean Malatesta, CEO of MCB Network Corp said, "We're excited to have James on board. His extensive experience in and connections to the MMA world are a welcome addition to our team." Gavsie added, "The interest in combat sports has never been greater. MiCasa Network is perfectly positioned to take advantage of the growing demand by offering its audience exactly what they wants, namely entertainment in the form of exciting and hard hitting events that showcase the personalities behind them!"

About MCB Network Corp/MiCasa Network

MCB Network Corp's MiCasa Network, based in Los Angeles at LA Center Studios, is the premier provider of entertainment for the growing US Hispanic and Hispanic Millennial community. MCB/MiCasa Network consists of over 45 over-the-air television (OTA) channels and 9 OTT/IPTV Channels reaching over 65 million US Hispanics. Its over-the-air television channels are in the top 20 Hispanic DMA's including: New York City, Miami, Chicago, Dallas/Fort Worth, Denver, Fresno, Houston, Las Vegas, Phoenix and Washington DC. MiCasa Network is the place to find quality programming tailor-made for today's "Hispennial" audience and distributed on multiple digital platforms. MiCasa's programming offers something for everyone delivered in a compelling way - in the evolving predominant language of English with a distinct Latino flavor: Movies, Mobile Games, Music, Beauty, Autos and Sports. Visit us at <http://www.mcbntv.com>

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